


## RABEYA JANNAT

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 Rabeya-jannat-538363125



### Career Objective

To become a respected faculty member at a public university and pursue my passion towards professional advancement thus gaining experience and knowledge in the field of marketing.

### Educational Qualification

Exam Name	Group/ Subject	GPA/ Grade	Passing Year	University/Board	Awards
MBA	Marketing	3.95 (2 <sup>nd</sup> )	2018	Jahangirnagar University	<b>Nominated for “Prime Minister Gold Award-2019”</b>
BBA	Marketing	3.93 (1 <sup>st</sup> )	2017	Jahangirnagar University	<b>Talent pool Scholarship on BBA result</b>
HSC	Business Studies	GPA-5	2013	Tajul Islam Adarsha College, Brahmanbaria	
SSC	Business Studies	GPA-5	2011	Darikandi Badda Asmatunnesa High School	<b>Board Scholarship for SSC examination result</b>

### Work Experience

- **Lecturer, Department of Marketing, Bangabandhu Sheikh Mujibur Rahman Science and Technology University, Gopalganj-8100.**  
Duration: 22<sup>nd</sup> April, 2024 – Present
- **Lecturer and BBA Program Coordinator, Department of Business Administration at International Standard University (ISU)**  
Duration: 10<sup>th</sup> August, 2022 to Present
- **Lecturer (Contractual), Department of Business Administration at Daffodil International University (DIU).**  
8<sup>th</sup> January, 2022-to 7<sup>th</sup> August, 2022
- **Intern (Operations), Infolady Social Enterprise Ltd. (iSocial)**  
22<sup>th</sup> July, 2018 – 22<sup>th</sup> October, 2018.  
Department: Data Sense and Product Development

## Extra-curricular Activities

Serial	Activities	Duration/Date
1.	<b>Coordinator, Corporate Affairs</b> Jahangirnagar University Career Club (JUCC)	August 2017-2019
2.	<b>Former volunteer of organizing committee</b> -BLAZE presents Marketing Carnival by Dept. of Marketing, JU.	8 <sup>th</sup> March to 11 <sup>th</sup> March 2018
3.	<b>Sub-committee member</b> - Voice of Marketing-JU	July, 2016-2017

## Research Experience

- Influence of User Generated Contents (UGC)s on Consumer Purchase Intention: A Study on Mobile Phone Industry in Bangladesh, an article published at Jahangirnagar University Journal of Marketing, volume 11, June 2023, ISSN 2308-6238.

## Seminars & Workshops

- Participated two days long workshop on “Professional Development for Teachers”, organized by IQAC, International Standard University, Dhaka.
- Took part in the day long workshop titled “Refining Research Title and Articulating Research Problems”, Organized by CRDP, International Standard University, Dhaka.
- Participated in four days long workshop on “Microsoft Office named Excel Wizard and Office Divine”, Organized by Jahangirnagar University Career Club.
- Attended more than 15 seminars and workshop by JUCC

## Skills & Competencies

- Fluent in English & Bengali.
- Having excellent skill in Microsoft word, Microsoft excel, Microsoft power point.
- Having knowledge on IBM SPSS software.

## Area of Interest

- Teaching, Research, Branding & Promotion

## References

Dr. Md. Ariful Hoque Associate Professor, Dept. of Marketing, Jahangirnagar University. Cell: +8801719474384 Email: arif.mkt@juniv.edu Relation: Faculty	Nigar Sultana Professor, Dept. of Marketing, Jahangirnagar University. Cell: +8801731200381 Email: <a href="mailto:nigarsultana26@yahoo.com">nigarsultana26@yahoo.com</a> Relation: Faculty
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I do hereby certify that, the given information is authentic and the parameter of judging me as a potential candidate for the job.

*Jannat*

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(Rabeya Jannat)